

11/9/28 (Item 1 from file: 810)
DIALOG(R) File 810: Business Wire
(c) 1999 Business Wire . All rts. reserv.

0708865 BW1250

ACCIPITER: Accipiter launches AdManager 2.0, the most powerful Ad Management System available

June 02, 1997

Byline: Business Editors
Dateline: RALEIGH, N.C.
Time: 08:18 PT
Word Count: 889

RALEIGH, N.C.--(BUSINESS WIRE)--June 2, 1997--
CNET and Lycos are the first sites to go live with this comprehensive new version of AdManager.

Accipiter Inc., the premiere provider of Internet advertising management solutions, today announced the next generation of its AdManager product. AdManager 2.0 is unsurpassed in technical merit with enhanced inventory forecasting, targeting, reporting, and campaign management capabilities.

"More leading sites have chosen AdManager than any other ad management product," said Chris Evans, CEO of Accipiter. "Now sites can provide advertisers and agencies with unmatched targeting functionality including topic, key word phrases, page specific, operating system, browser type, company, ISP and more. We offer a comprehensive solution with exceptional performance and technological features, and we back it up with responsive customer support."

ADMANAGER 2.0 RAISES THE BAR

This enhanced version is loaded with new features such as; multi-dimensional demographic inventory management, refined targeting, agency data-export reporting, and "up-to-the-minute" campaign management. These enhancements raise the bar and further improve the most widely accepted Internet advertising management solution available to sites today--Accipiter AdManager. CNET (www.cnet.com) and Lycos (www.lycos.com) are the first sites to go live with AdManager 2.0, allowing them to offer better targeting of advertisements against specific audiences.

"We are extremely pleased with the dynamic targeting and ad management features of AdManager, said Jonathan Rosenberg, Executive Vice President of Technology, CNET. "With the ability to target ads to users based on a wide variety of demographic and psychographic factors, CNET sites present an attractive offering for advertisers."

FIRST TO OFFER MULTI-DIMENSIONAL INVENTORY PROJECTIONS

AdManager 2.0 is the only tool on the market that is able to check the availability of any potential target based on specific compound targeting criteria. For example, sites using AdManager 2.0 are able to track and project the number of male visitors who reside in New York City and make over \$100,000 -- virtually eliminating the risk of over-booking or under-selling ads.

Lauren Prescott, Lycos product manager, said, "Accipiter worked very closely with Lycos to meet our extensive ad inventory management requirements. Using AdManager, Lycos is now able to provide the most advanced custom targeting packages available. The combination of robust features and excellent customer support helped make AdManager from Accipiter our solution of choice."

AGENCY EXPORT REPORTING

Accipiter is committed to providing advertisers with accurate, "up-to-the-minute" reports. AdManager 2.0 includes a powerful new reporting system that can export ad performance data directly into the formats requested by media buyers at major ad agencies such as Modem Media.

"Accipiter has proven its proactive nature in adopting and helping to develop Internet advertising reporting standards. Our companies are now combining efforts to promote standards that ensure

media buyers are successful on the Internet," said John Nardone, director, media and research services at Modem Media.

UNSURPASSED TARGETING. UNBEATABLE CAMPAIGN MANAGEMENT.

AdManager allows **advertisers** to build customized demographic profiles based on several targeting criteria. An example of a very targeted demographic **profile** might be selecting **visitors** who checked the following on the registration form: "male" and "18-24" and "salary is \$100,000" to create a profile consisting of young males earning \$100,000. This powerful targeting gives added value to **advertisers** attempting to target specific markets.

A second addition to the robust targeting ability of AdManager is the capability to deliver **ads** targeted to key word or key-phrase searches. **Ads** appear on the page when certain key words or **phrases** are requested in a **site word search**. This allows **sites** to provide additional flexibility to their **advertisers** when specific **words** or **phrases** are singled-out.

With its complex campaign management, AdManager 2.0 quickly moves ahead of the Internet Ad-pack. The intuitive campaign GUI permits ad schedules to be grouped together, with any number of different creatives, each of which can have unique delivery targets. This allows customers to run daily tests and deliver immediate feedback on campaigns, giving the site complete control over ad campaigns.

"We worked with some of our top customers - AudioNet, CNET, Digital City, Lycos, and Prodigy - to devise a complete ad management solution for the Internet, said Tom Kressly, product manager at Accipiter. "Their feedback and our technical prowess gave us the superior features we offer in Accipiter AdManager 2.0."

The targeting capabilities of AdManager 2.0 are further enhanced by the addition of Application Program Interfaces. Site administrators can now easily incorporate third party data sources such as FireFly, Aptex, or Wisewire, into their targeting mechanism. The addition of these APIs gives sites the ability to exercise very flexible custom control over ad delivery.

"Accipiter continues to lead the market in ad management solutions. Web sites that are committed to delivering the highest level of performance to their advertisers choose Accipiter. We are thrilled that sites like CNET and Lycos are able to showcase the power of AdManager 2.0," said Chris Evans, CEO of Accipiter.